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# Nursery Products



## PRODUCTION AND SALES, 1956 January Inventory and Salable Stock, 1957 In 5 Selected States

- Broad-Leaved Evergreens
- Citrus and Subtropical Fruit Trees
- Conifers
- Deciduous Fruit and Nut Trees
- Deciduous Shade Trees
- Deciduous Shrubs (Not Roses)
- Rose Plants
- Grape Vines



UNITED STATES DEPARTMENT OF AGRICULTURE  
Agricultural Marketing Service • Crop Reporting Board  
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This report summarizes the findings on a "pilot" survey conducted in California, Colorado, Florida, Illinois and Iowa. This is the first report published by the Crop Reporting Board covering the nursery industry.



## GENERAL COMMENTS

Sales of eight classes of nursery products grown by nurseries in California, Colorado, Florida, Illinois, and Iowa in 1956 were valued at over \$32,000,000, according to the Crop Reporting Board of the United States Department of Agriculture. Broad-leaved evergreens accounted for \$7,300,000 in sales, followed by rose plants at \$6,300,000, conifers \$5,600,000, citrus and subtropical fruit trees \$4,400,000, deciduous fruit and nut trees \$3,700,000, deciduous shade trees \$2,600,000, deciduous shrubs \$2,000,000, and grape vines \$300,000. California sales totaled almost \$20,000,000, Illinois sales \$5,000,000, Florida \$4,500,000, Iowa \$2,500,000, and Colorado \$400,000. These values represent gross returns to producers for all sales at the wholesale level. All retail sales were reduced to an equivalent wholesale value using the average wholesale prices reported for each State.

Nursery stock available for sale in 1957 exceeds 1956 sales by classes as follows: Broad-leaved evergreens 55 percent, citrus and subtropical fruit trees 41 percent, conifers 39 percent, deciduous fruit and nut trees 19 percent, deciduous shade trees 57 percent, deciduous shrubs 66 percent, grape vines 50 percent, and rose plants 10 percent. Quantities of salable stock should not be considered as a forecast of 1957 sales since the carryover of many classes of nursery products from year to year is rather substantial, and the wastage of bare root stock is often large for some plants and trees.

This is the first report published by the Crop Reporting Board covering the nursery industry. The survey included eight classes of nursery products grown in five States selected as a cross section of the industry. In this report, the term "growers" refers to nursery products held for one or more seasons and sold in 1956 (excluding budding, grafting, or lining-out stock). A pilot survey on production and sales was conducted during the first part of 1957 following an earlier inquiry made to establish lists of commercial producers and size and type of production in each of the five States. The "pilot" survey has been used to ascertain the problems in collecting needed data and to work out procedures to handle these problems in other States. All estimates relate to commercial producers. A commercial producer is defined as one who produced and sold at least \$1,000 of nursery products during 1956. The number of commercial producers of the eight selected classes of nursery products who qualified under this definition follows: Florida 628, California 577, Illinois 229, Iowa 61, and Colorado 35. Virtually a complete report was received from these growers on size and type of production during 1956. Reports on 1956 production and sales and 1957 intentions were received from 64 percent of the producers who qualified as "commercial." However, these growers accounted for over 94 percent of the total sales estimated for the eight classes of nursery products surveyed in the five States. The distribution of producers and their sales, classified by the size of establishment, is shown in the lower section of each table. This information will not be collected each year. However, such data will be published in future reports from time to time as new surveys are made in the various States.

In California the total number sold in 1956 for the eight classes of nursery products surveyed was well above similar data collected for 1949 by the Bureau of the Census during the 1950 Census of Agriculture. The most notable gains were shown in the sales of broad-leaved evergreens and deciduous fruit and nut trees. Growers reported January 1957 inventory numbers ranging from 13 percent above 1956 sales for deciduous fruit and nut trees, to 55 percent above 1956 sales for grape vines. Quantities of salable stock for 1957 ranged from 10 percent above 1956 for rose plants, to 56 percent above 1956 sales for deciduous shrubs.

Number of nursery plants and trees sold in Florida was also well above 1949. The most notable gains in sales were shown by broad-leaved evergreens and citrus and subtropical fruit trees. More nurseries were producing citrus and subtropical fruit trees in Florida than were producing any other class of nursery stock surveyed in each of the five pilot States. The January inventory for citrus and subtropical fruit trees exceeded 1956 sales by 45 percent, while trees available for sale in 1957 were 49 percent above 1956 sales.

Illinois nurseries also report a substantial increase in sales since 1949, with the largest gain shown by conifers. The January 1957 inventory for conifers was five times as great as 1956 sales, while plants available for sale in 1957 exceeded 1956 sales by only 24 percent, indicating a large volume of young stock on hand for sale in future years. Conifers accounted for approximately two-thirds of the total value of sales in Illinois during 1956. Deciduous shade trees and deciduous shrubs accounted for most of the other sales in Illinois.

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TABLE 1. - BROAD-LEAVED EVERGREENS

Item	California	Colorado	Florida	Illinois	Iowa	5-State total
Producers (1956).....number	341	7	269	98	17	732
<b>Sales</b>						
Plants sold (1956)....thousands	8,650	.9	2,206	133	34	11,024
Type of sale:						
Wholesale.....percent	89	4	53	88	12	88
Retail.....percent	11	96	47	12	88	12
Value, wholesale.....\$1,000	5,450	1.6	1,654	201	36	7,343
<b>Price per plant (1956):</b>						
Wholesale.....dollars	0.63	1.78	0.75	1.51	1.06	<u>2/</u> 0.67
Retail.....dollars	1.36	4.00	1.23	3.27	2.46	1.33
<b>Plants in production:</b>						
January 1957						
inventory.....thousands	12,100	1.7	4,315	243	50	16,710
Available for sale in						
1957, indicated 1/...thousands	12,460	4.5	4,436	166	50	17,116
Available for sale in						
1957 as percentage of						
1956 sales 1/.....percent	144	500	201	125	147	155
<b>Producers classified by</b>						
<b>annual value of sales (1956):</b>						
Less than \$1,000:						
Establishments.....percent	20.2	<u>3/</u>	29.3	77.6	<u>3/</u>	33.3
Value of sales.....percent	0.4	<u>3/</u>	1.2	9.0	<u>3/</u>	0.9
\$1,000 to \$4,999:						
Establishments.....percent	38.7	<u>3/</u>	37.2	12.2	<u>3/</u>	33.5
Value of sales.....percent	5.5	<u>3/</u>	8.2	13.9	<u>3/</u>	6.3
\$5,000 to \$9,999:						
Establishments.....percent	13.5	<u>3/</u>	18.2	6.1	<u>3/</u>	14.1
Value of sales.....percent	3.7	<u>3/</u>	14.5	7.5	<u>3/</u>	6.2
\$10,000 to \$14,999:						
Establishments.....percent	4.1	<u>3/</u>	2.6	<u>4/</u> 4.1	<u>3/</u>	3.3
Value of sales.....percent	2.8	<u>3/</u>	4.8	<u>4/</u> 69.6	<u>3/</u>	3.4
\$15,000 to \$24,999:						
Establishments.....percent	5.9	<u>3/</u>	6.7	<u>4/</u>	<u>3/</u>	5.2
Value of sales.....percent	4.6	<u>3/</u>	20.3	<u>4/</u>	<u>3/</u>	8.0
\$25,000 to \$49,999:						
Establishments.....percent	7.0	<u>3/</u>	3.0	<u>4/</u>	<u>3/</u>	4.5
Value of sales.....percent	13.8	<u>3/</u>	11.8	<u>4/</u>	<u>3/</u>	13.3
\$50,000 and over:						
Establishments.....percent	10.6	<u>3/</u>	3.0	<u>4/</u>	<u>3/</u>	6.1
Value of sales.....percent	69.2	<u>3/</u>	39.2	<u>4/</u>	<u>3/</u>	61.9
<b>Total:</b>						
Establishments.....percent	100.0		100.0	100.0		100.0
Value of sales.....percent	100.0		100.0	100.0		100.0

1/ Nursery stock available for sale should not be considered as a forecast of 1957 sales since the carryover of nursery stock from year to year is rather substantial.

2/ Derived by dividing 5-States wholesale value by number plants sold.

3/ Not sufficient numbers in Colorado and Iowa to show classification distribution, included in 5-State total.

4/ Producers with sales of \$15,000 to \$24,999; \$25,000 to \$49,999; and \$50,000 and over included with sales of \$10,000 to \$14,999 to avoid disclosing individual operations.



## BROAD-LEAVED EVERGREENS

Sales of broad-leaved evergreens grown by 732 commercial producers in California, Colorado, Florida, Illinois and Iowa amounted to \$7,343,000 in 1956. California has sales of \$5,450,000, followed by Florida with \$1,654,000, Illinois \$201,000, Iowa \$36,000 and Colorado \$1,600. Approximately 11.0 million plants were sold in the five States during 1956. Similar data collected for 1949 in the 1950 Census of Agriculture showed approximately 3.5 million broad-leaved evergreens sold in these five States. Sales in California totaled 8.6 million plants in 1956, followed by Florida with 2.2 million, Illinois 133 thousand, Iowa 34 thousand and Colorado 0.9 thousand.

Broad-leaved evergreens available for sale in 1957 exceed those sold in 1956, in the following order: Colorado 400 percent, Florida 101 percent, Iowa 47 percent, California 44 percent, and Illinois 25 percent. Carryover of broad-leaved evergreen nursery stock from year to year is rather substantial; therefore, plants available for sale should not be considered as a forecast of 1957 sales.

Wholesale returns per plant in the five States were \$0.63 in California, \$0.75 in Florida, \$1.06 in Iowa, \$1.51 in Illinois, and \$1.78 in Colorado. Average number of plants sold per producer showed 129 in Colorado, 1,357 in Illinois, 2,000 in Iowa, 8,201 in Florida, and 25,366 in California. Of the total sales made in the five States, 88 percent were made at the wholesale level and 12 percent at retail. Percentages sold at wholesale were 89 percent in California, 88 percent in Illinois, 53 percent in Florida, 12 percent in Iowa and 4 percent in Colorado.

The following chart illustrates the pattern of operation classified by the 1956 value of sales for broad-leaved evergreens in California, Colorado, Florida, Illinois, and Iowa. While only about one-tenth of the producers in the five States had sales over \$25,000 per year, these growers accounted for about three-fourths of the total sales. Producers with sales under \$5,000 accounted for two-thirds of the growers but only 7 percent of the total value of sales.

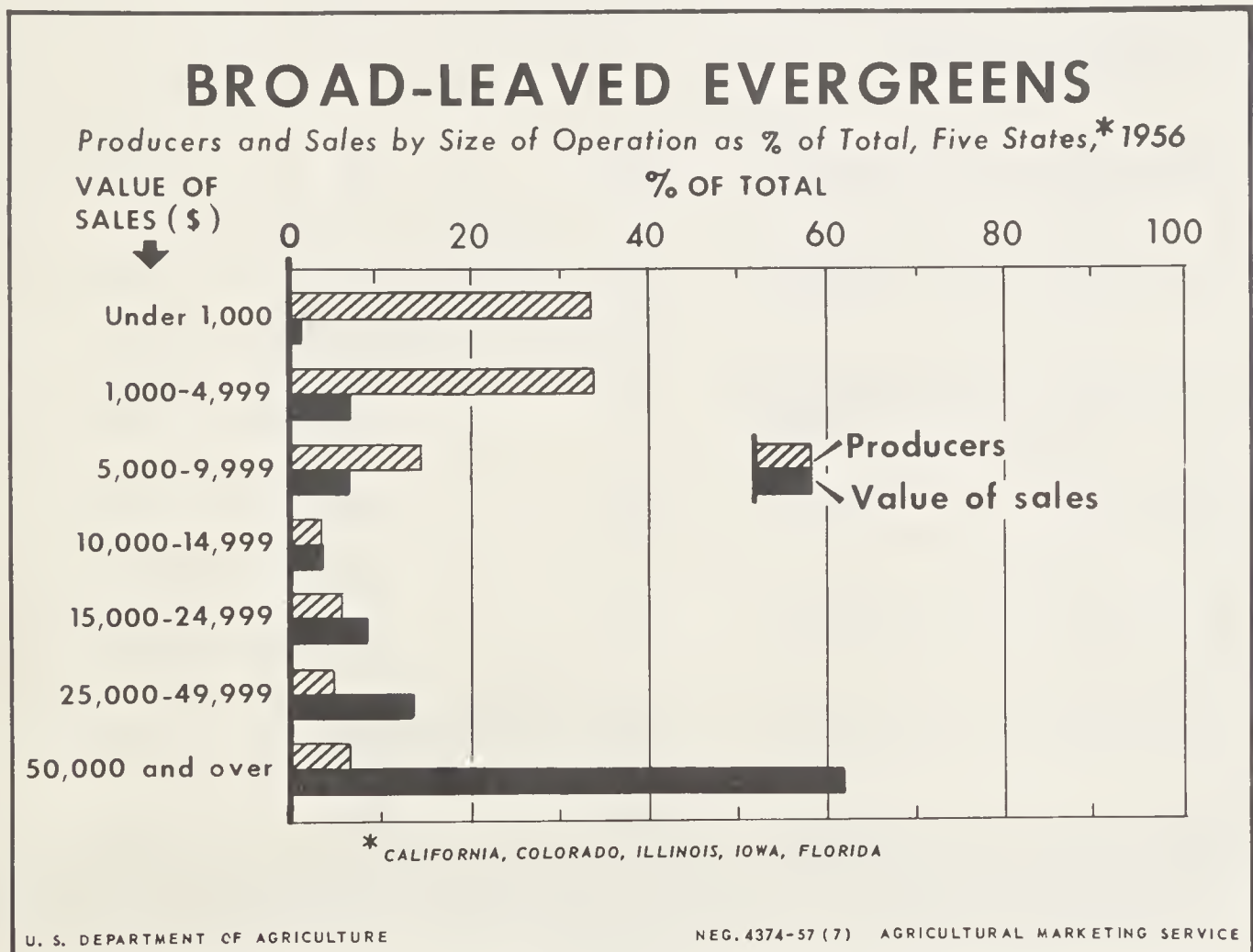


TABLE 2. CITRUS AND SUBTROPICAL FRUIT TREES

Items	California	Florida	2-State total <u>1/</u>
Producers (1956).....number	188	452	640
Sales:			
Trees sold (1956).....thousands	1,041	1,945	2,986
Type of sale:			
Wholesale.....percent	75	63	67
Retail.....percent	25	37	33
Value, wholesale.....\$1,000	2,165	2,198	4,363
Price per tree (1956):			
Wholesale.....dollars	2.08	1.13	<u>3/</u> 1.46
Retail.....dollars	2.51	1.23	1.57
Trees in production:			
January 1957 inventory.....thousands	1,378	2,843	4,221
Available for sale in 1957, indicated <u>2/</u> .....thousands	1,290	2,913	4,203
Available for sale in 1957 as percentage of 1956 sales <u>2/</u> .....percent	124	150	141
Producers classified by annual value of sales (1956):			
Less than \$1,000:			
Establishments.....percent	33.5	29.0	30.3
Value of sales.....percent	0.5	1.7	1.1
\$1,000 to \$4,999:			
Establishments.....percent	21.8	51.1	42.5
Value of sales.....percent	3.4	26.0	14.8
\$5,000 to \$9,999:			
Establishments.....percent	14.9	9.5	11.1
Value of sales.....percent	7.3	12.7	10.0
\$10,000 to \$14,999:			
Establishments.....percent	9.0	4.9	6.1
Value of sales.....percent	8.9	11.4	10.2
\$15,000 to \$24,999:			
Establishments.....percent	4.3	4.0	4.1
Value of sales.....percent	7.0	13.2	10.1
\$25,000 and over:			
Establishments.....percent	16.5	1.5	5.9
Value of sales.....percent	72.9	35.0	53.8
Total:			
Establishments.....percent	100.0	100.0	100.0
Value of sales.....percent	100.0	100.0	100.0

1/ Colorado, Illinois and Iowa are not commercial producers of citrus and subtropical fruit trees. 2/ Nursery stock available for sale should not be considered as a forecast of 1957 sales since the carryover of nursery stock from year to year is rather substantial. 3/ Derived by dividing 2-State wholesale value by number of trees sold.



## CITRUS AND SUBTROPICAL FRUIT TREES

Sales of citrus and subtropical fruit trees by 640 commercial producers in California and Florida amounted to \$4,363,000. The other three States in the pilot study had no commercial production. Florida sales totaled \$2,198,000 and California had \$2,165,000. Approximately 3 million trees were sold in the two States during 1956. Similar data collected for 1949 in the 1950 Census of Agriculture showed approximately 1.2 million trees sold in the two States. Florida sold 1.9 million trees in 1956 while California reported 1 million.

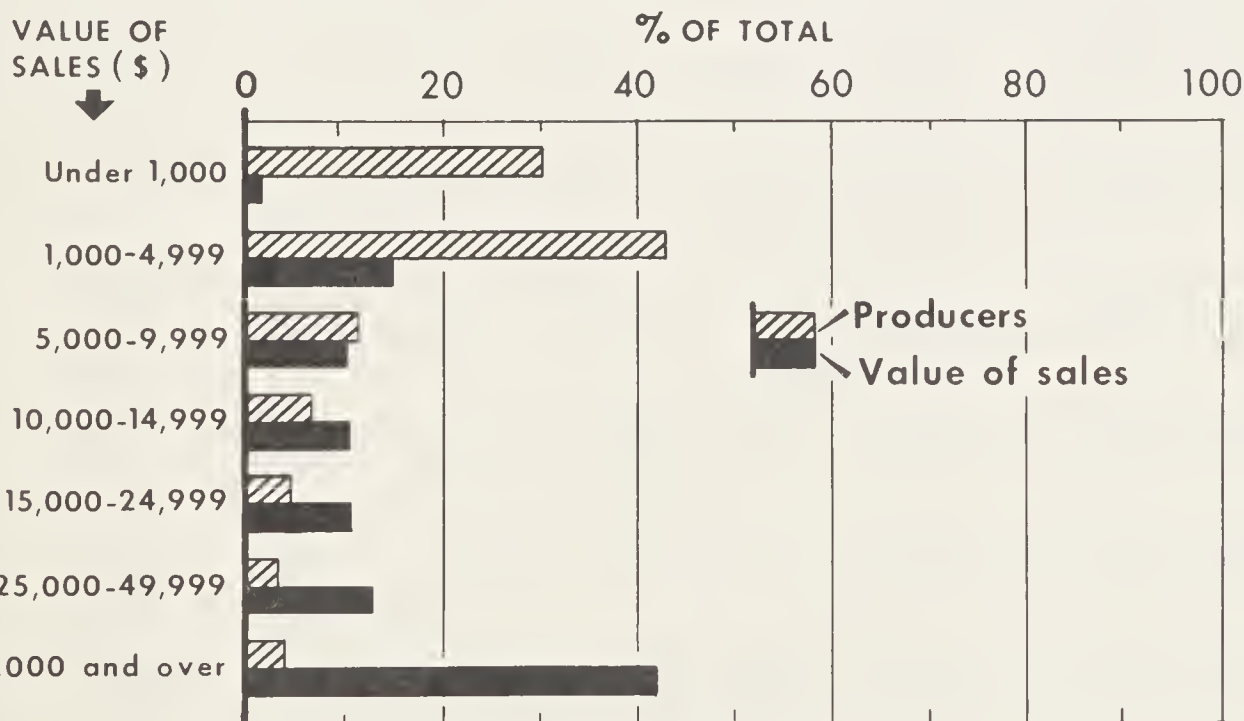
Citrus and subtropical fruit trees available for sale in 1957 exceed those sold in 1956 as follows: Florida 50 percent, and California 24 percent. Carryover of citrus and subtropical fruit tree nursery stock from year to year is rather substantial; therefore trees available for sale should not be considered as a forecast of 1957 sales.

Wholesale return per tree averaged \$1.13 in Florida and \$2.08 in California. The average number of trees sold per producer was 4,303 in Florida and 5,537 in California. In both States the majority of the nursery sales were at a wholesale level.

The following chart illustrates the pattern of operations classified by 1956 value of sales for citrus and subtropical fruit trees grown in California and Florida. Producers with sales of \$15,000 and over accounted for only 10 percent of the growers but almost two-thirds of the sales.

### CITRUS AND SUBTROPICAL FRUIT TREES

*Producers and Sales by Size of Operation as % of Total, Five States,\* 1956*



\* CALIFORNIA, COLORADO, ILLINOIS, IOWA, FLORIDA  
NO COMMERCIAL PRODUCTION IN COLORADO, ILLINOIS AND IOWA

TABLE 3. - CONIFERS

Item	California	Colorado	Florida	Illinois	Iowa	5-State total
Producers (1956).....number	261	33	102	207	59	662
Sales:						
Plants sold (1956)...thousands	2,251	73	115	916	190	3,545
Type of sale:						
Wholesale.....percent	90	48	46	67	55	80
Retail.....percent	10	52	54	33	45	20
Value, wholesale.....\$1,000	1,441	265	136	3,243	490	5,575
Price per plant (1956):						
Wholesale.....dollars	0.64	3.63	1.18	3.54	2.58	<u>2/</u> 1.52
Retail.....dollars	1.72	6.44	1.59	6.35	5.26	4.35
Plants in production:						
January 1957 inventory.....thousands	3,032	229	185	4,560	564	8,570
Available for sale in 1957, indicated <u>1/</u> .....thousands	2,957	108	282	1,136	449	4,932
Available for sale in 1957 as percentage of 1956 sales <u>1/</u> .....percent	131	148	245	124	236	139
Producers classified by annual value of sales (1956):						
Less than \$1,000:						
Establishments.....percent	40.2	18.2	70.6	13.0	13.6	32.9
Value of sales.....percent	1.5	1.1	7.7	0.3	8.6	1.5
\$1,000 to \$4,999:						
Establishments.....percent	32.6	45.5	22.5	45.4	38.9	36.3
Value of sales.....percent	8.7	7.2	36.9	5.0	9.0	7.2
\$5,000 to \$9,999:						
Establishments.....percent	14.2	15.2	3.9	15.9	20.3	13.8
Value of sales.....percent	13.0	9.2	16.3	4.7	8.9	7.7
\$10,000 to \$14,999:						
Establishments.....percent	5.4	<u>3/</u> 21.1	<u>3/</u> 3.0	9.7	8.5	6.3
Value of sales.....percent	9.2	<u>3/</u> 82.5	<u>3/</u> 39.1	6.5	7.2	7.3
\$15,000 to \$24,999:						
Establishments.....percent	2.7	<u>3/</u>	<u>3/</u>	5.3	8.5	3.9
Value of sales.....percent	7.5	<u>3/</u>	<u>3/</u>	5.3	10.1	7.5
\$25,000 and over:						
Establishments.....percent	4.9	<u>3/</u>	<u>3/</u>	10.7	10.2	6.8
Value of sales.....percent	60.1	<u>3/</u>	<u>3/</u>	78.2	56.2	68.8
Total:						
Establishments.....percent	100.0	100.0	100.0	100.0	100.0	100.0
Value of sales.....percent	100.0	100.0	100.0	100.0	100.0	100.0

1/ Nursery stock available for sale should not be considered as a forecast of 1957 sales since the carryover of nursery stock from year to year is rather substantial. 2/ Derived by dividing 5-State wholesale value by number of plants sold. 3/ Producers with sales of \$15,000 to \$25,000 and over included with sales of \$10,000 to \$14,999 to avoid disclosing individual operations.

## CONIFERS

Sales of conifers grown by 662 commercial producers in California, Colorado, Florida, Illinois, and Iowa amounted to \$5,575,000 in 1956. Illinois had sales of \$3,243,000, California had \$1,441,000, Iowa \$490,000, Colorado \$265,000, and Florida \$136,000. Approximately 3.5 million plants were sold in the five States during 1956. Similar data collected for 1949 in the 1950 Census of Agriculture showed approximately 2.6 million conifers sold in the five States. California reported 2.3 million conifers sold in 1956 followed by Illinois with 916 thousand, Iowa 190 thousand, Florida 115 thousand, and Colorado 73 thousand.

Conifers available for sale in 1957 exceed those sold in 1956 in the following order: Florida 145 percent, Iowa 136 percent, Colorado 48 percent, California 31 percent, and Illinois 24 percent. Carryover of conifer nursery stock from year to year is rather substantial; therefore plants available for sale should not be considered as a forecast of 1957 sales.

Returns per plant were \$0.64 in California, \$1.18 in Florida, \$2.58 in Iowa, \$3.54 in Illinois, and \$3.63 in Colorado. Average number of plants sold per producer showed 1,127 in Florida, 2,212 in Colorado, 3,220 in Iowa, 4,425 in Illinois and 8,625 in California. Of the total sales in the five States, 80 percent were made at the wholesale level and 20 percent at retail. Proportion sold retail ranged from one-tenth in California and one-third in Illinois to about one-half in Colorado, Florida, and Iowa.

The following chart illustrates the pattern of operations classified by the 1956 value of sales for conifers in California, Colorado, Florida, Illinois, and Iowa. While only 7 percent of the producers in five States had sales over \$25,000 per year, these growers accounted for more than two-thirds of the total sales. Producers with sales under \$10,000 accounted for over four-fifths of the growers but only about one-sixth of the total value of sales.

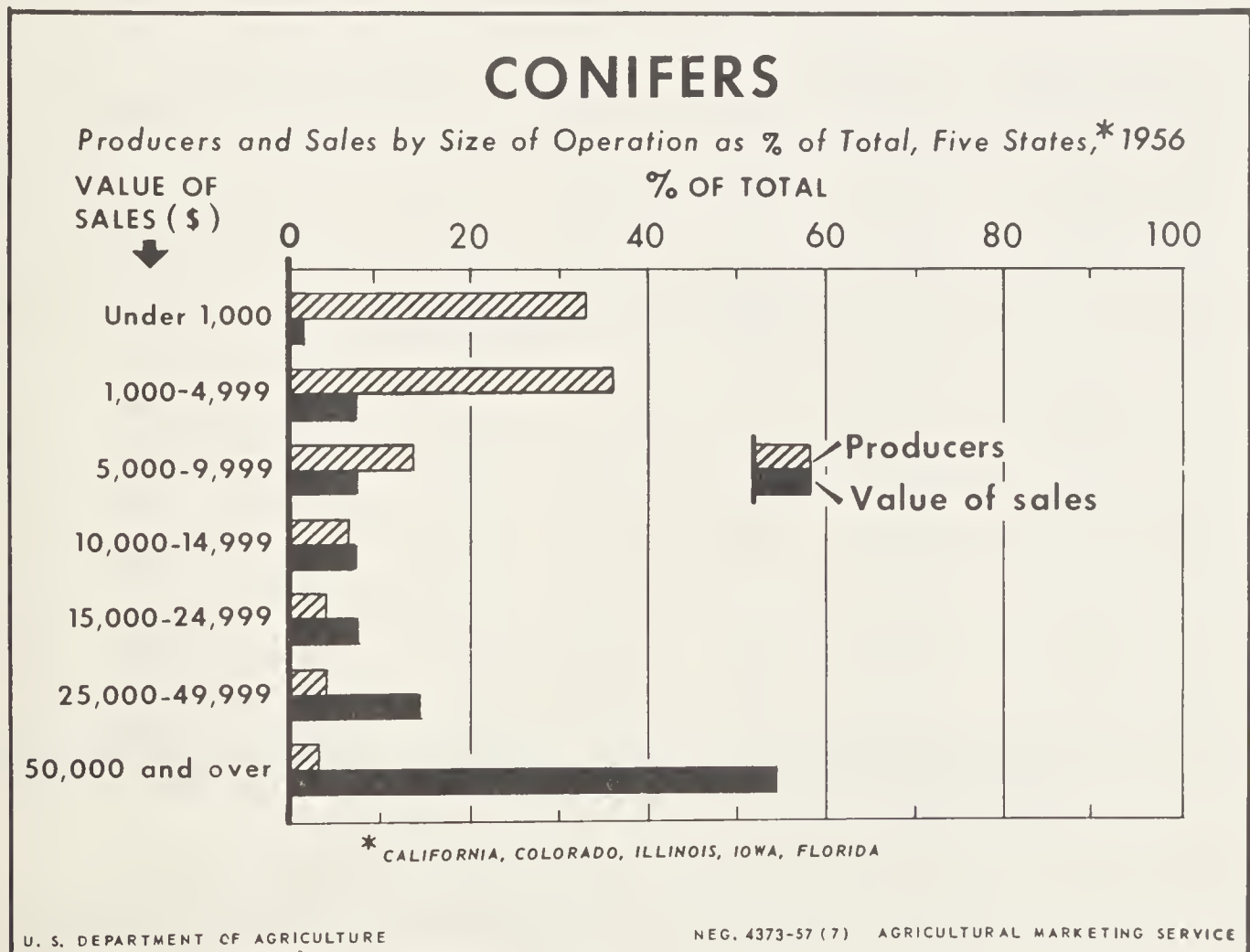




TABLE 4. - DECIDUOUS FRUIT AND NUT TREES

Item	California	Colorado	Florida	Illinois	Iowa	5-State total
Producers (1956).....number	126	16	55	73	31	301
Sales:						
Trees sold (1956)...thousands	5,566	12	237	17	683	6,515
Type of sale:						
Wholesale.....percent	54	72	82	42	61	56
Retail.....percent	46	28	18	58	39	44
Value, wholesale.....\$1,000	3,006	7.3	244	13	403	3,673
Price per tree (1956):						
Wholesale.....dollars	0.54	0.61	1.03	0.76	0.59 <sup>2/</sup>	0.56
Retail.....dollars	0.82	2.62	1.60	1.88	1.25	0.88
Trees in production:						
January 1957						
Inventory.....thousands	6,293	24	203	33	652	7,205
Available for sale						
in 1957, indi-						
cated <u>1/</u> .....thousands	6,376	15	293	34	1,044	7,762
Available for sale						
in 1957 as percent-						
age of 1956 sales <u>1/</u> percent	115	125	124	200	153	119
Producers classified by						
annual value of sales (1956):						
Less than \$1,000:						
Establishments.....percent	42.0	68.8	76.7	84.9	71.0	63.2
Value of sales.....percent	.2	20.1	1.2	29.6	.7	.5
\$1,000 to \$4,999:						
Establishments.....percent	21.4	<u>3/</u> 31.2	10.7	15.1	<u>3/</u> 16.1	16.6
Value of sales.....percent	2.0	<u>3/</u> 79.9	2.7	70.4	<u>3/</u> 6.9	2.1
\$5,000 to \$9,999:						
Establishments.....percent	13.5	<u>3/</u> <u>4/</u> 12.6	---	---	<u>3/</u>	6.6
Value of sales.....percent	2.9	<u>3/</u> <u>4/</u> 96.1	---	---	<u>3/</u>	2.9
\$10,000 to \$14,999:						
Establishments.....percent	3.2	---	<u>4/</u>	---	---	2.0
Value of sales.....percent	1.7	---	<u>4/</u>	---	---	1.9
\$15,000 to \$24,999:						
Establishments.....percent	5.6	---	<u>4/</u>	---	<u>3/</u>	3.3
Value of sales.....percent	4.3	---	<u>4/</u>	---	<u>3/</u>	4.8
\$25,000 to \$49,999:						
Establishments.....percent	2.4	---	---	---	<u>3/</u>	1.3
Value of sales.....percent	2.8	---	---	---	<u>3/</u>	2.6
\$50,000 and over:						
Establishments.....percent	11.9	---	<u>4/</u>	---	12.9	7.0
Value of sales.....percent	86.1	---	<u>4/</u>	---	92.4	85.2
Total:						
Establishments.....percent	100.0	100.0	100.0	100.0	100.0	100.0
Value of sales.....percent	100.0	100.0	100.0	100.0	100.0	100.0

1/ Nursery stock available for sale should not be considered as a forecast of 1957 sales since the carryover of nursery stock from year to year is rather substantial and the wastage of bare root stock is large at times.

2/ Derived by dividing 5-State wholesale value by number of trees sold.

3/ Producers with sales of \$5,000 to \$9,999; and/or \$15,000 to \$24,999; and/or \$25,000 to \$49,999 included with sales of \$1,000 to \$4,999 to avoid disclosing individual operations.

4/ Producers of \$10,000 to \$14,999; \$15,000 to \$24,999; and \$50,000 and over included with \$5,000 to \$9,999 to avoid disclosing individual operations.



## DECIDUOUS FRUIT AND NUT TREES

Sales of deciduous fruit and nut trees grown by 301 commercial producers in California, Colorado, Florida, Illinois, and Iowa in 1956 amounted to \$3,673,000. California sales totaled \$3,006,000 followed by Iowa with \$403,000, Florida \$244,000, Illinois \$13,000, and Colorado \$7,300. Approximately 6.5 million trees were sold in the five States during 1956. Similar data collected for 1949 in the 1950 Census of Agriculture showed approximately 3.1 million deciduous fruit and nut trees sold in these five States. Sales in California totaled 5.6 million trees in 1956 followed by Iowa with 683 thousand, Florida 237 thousand, Illinois 17 thousand, and Colorado with 12 thousand.

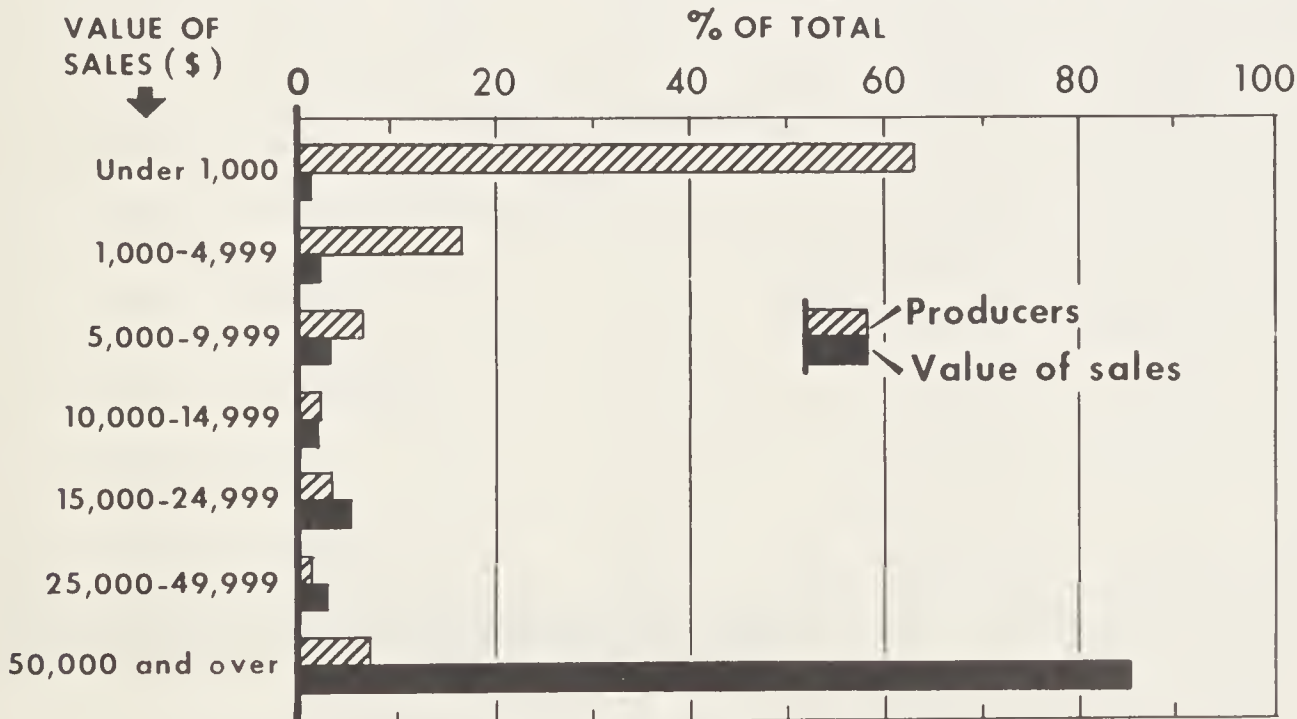
Deciduous fruit and nut trees available for sale in 1957 exceed those sold in 1956 in the following order: Illinois 100 percent, Iowa 53 percent, Colorado 25 percent, Florida 24 percent, and California 15 percent. Carryover of fruit and nut tree nursery stock from year to year is rather substantial and the wastage of bare root stock is large at times; therefore, trees available for sale should not be considered as a forecast of 1957 sales.

Wholesale return per tree showed \$0.54 in California, \$0.59 in Iowa, \$0.61 in Colorado, \$0.76 in Illinois and \$1.03 in Florida. Average number of trees sold per producer was 233 in Illinois, 750 in Colorado, 4,309 in Florida, 22,032 in Iowa, and 44,175 in California. Of the total sales in the five States, 56 percent were made at the wholesale level and 44 percent at retail. Percentages sold at wholesale were 82 percent of the total in Florida, 72 percent in Colorado, 61 percent in Iowa, 54 percent in California, and 42 percent in Illinois.

The following chart illustrates the pattern of operation classified by 1956 value of sales for deciduous fruit and nut trees in California, Colorado, Florida, Illinois, and Iowa. While only about 7 percent of the producers in the five States had sales over \$50,000 per year, these growers accounted for over 85 percent of the total sales. Producers with sales under \$5,000 accounted for 80 percent of the growers but had only 2.6 percent of the total value of sales.

## DECIDUOUS FRUIT AND NUT TREES

Producers and Sales by Size of Operation as % of Total, Five States,\* 1956



\* CALIFORNIA, COLORADO, ILLINOIS, IOWA, FLORIDA

TABLE 5. - DECIDUOUS SHADE TREES

Item	California	Colorado	Florida	Illinois	Iowa	5-State total
Producers (1956).....number	161	23	118	177	48	527
Sales:						
Trees sold (1956).....thousands	677	54	81	203	351	1,366
Type of sale:						
Wholesale.....percent	81	28	73	67	63	72
Retail.....percent	19	72	27	33	37	28
Value, wholesale.....\$1,000	1,022	92	144	700	642	2,600
Price per tree (1956):						
Wholesale.....dollars	1.51	1.70	1.78	3.45	1.83 <sup>2/</sup>	1.90
Retail.....dollars	2.08	4.43	2.23	5.53	2.75	3.15
Trees in production:						
January 1957						
inventory.....thousands	860	120	102	604	337	2,023
Available for sale in						
1957, indicated <sup>1/</sup> .....thousands	955	69	110	380	627	2,141
Available for sale in						
1957 as percentage						
of 1956 sales <sup>1/</sup> .....percent	141	128	136	187	179	157
Producers classified by						
annual value of sales (1956):						
Less than \$1,000:						
Establishments.....percent	48.4	34.8	74.6	44.6	47.9	52.4
Value of sales.....percent	1.3	2.5	14.0	3.5	1.2	2.6
\$1,000 to \$4,999:						
Establishments.....percent	29.8	34.8	21.2	35.0	33.3	30.2
Value of sales.....percent	8.5	7.7	31.6	13.2	2.0	9.4
\$5,000 to \$9,999:						
Establishments.....percent	11.8	17.4	<sup>3/</sup> 4.2	8.5	<sup>3/</sup> 8.4	8.2
Value of sales.....percent	9.4	12.2	<sup>3/</sup> 54.4	12.8	<sup>3/</sup> 11.9	8.3
\$10,000 to \$14,999:						
Establishments.....percent	2.5	13.0	<sup>3/</sup>	5.1	<sup>3/</sup>	3.2
Value of sales.....percent	13.3	77.6	<sup>3/</sup>	13.4	<sup>3/</sup>	12.0
\$15,000 to \$24,999:						
Establishments.....percent	1.9	---	<sup>3/</sup>	2.8	<sup>3/</sup>	1.7
Value of sales.....percent	4.7	---	<sup>3/</sup>	4.9	<sup>3/</sup>	4.1
\$25,000 to \$49,999:						
Establishments.....percent	1.9	---	<sup>3/</sup>	1.7	<sup>3/</sup>	1.5
Value of sales.....percent	8.7	---	<sup>3/</sup>	17.0	<sup>3/</sup>	11.9
\$50,000 and over:						
Establishments.....percent	3.7	---	---	2.3	10.4	2.8
Value of sales.....percent	54.1	---	---	35.2	84.9	51.7
Total:						
Establishments.....percent	100.0	100.0	100.0	100.0	100.0	100.0
Value of sales.....percent	100.0	100.0	100.0	100.0	100.0	100.0

<sup>1/</sup> Nursery stock available for sale should not be considered as a forecast of 1957 sales since the carryover of nursery stock from year to year is rather substantial and the wastage of bare root stock is large at times.

<sup>2/</sup> Derived by dividing 5-State wholesale value by number of trees sold.

<sup>3/</sup> Producers with sales of \$10,000 to \$14,999; \$15,000 to \$24,999; and \$25,000 to \$49,999 included with sales of \$5,000 to \$9,999 to avoid disclosing individual operations.

## DECIDUOUS SHADE TREES

Sales of deciduous shade trees grown by 527 commercial producers in California, Colorado, Florida, Illinois, and Iowa amounted to \$2,600,000 in 1956. California sales totaled \$1,022,000, followed by Illinois with \$700,000, Iowa \$642,000, Florida \$144,000, and Colorado \$54,000. Approximately 1.4 million trees were sold in the five States during 1956. Similar data collected for 1949 in the 1950 Census of Agriculture showed approximately 1.0 million deciduous shade trees sold in these five States. California reported 670 thousand trees sold in 1956, Iowa reported 351 thousand, Illinois 203 thousand, Florida 81 thousand, and Colorado 54 thousand.

Deciduous shade trees available for sale in 1957 exceed those sold in 1956 in the following order: Illinois 87 percent, Iowa 79 percent, California 41 percent, Florida 36 percent, and Colorado 28 percent. Carryover of deciduous shade tree nursery stock from year to year is rather substantial and wastage of bare root stock is often large; therefore, trees available for sale should not be considered as a forecast of 1957 sales.

Wholesale returns per tree were \$1.51 in California, \$1.70 in Colorado, \$1.78 in Florida, \$1.83 in Iowa, and \$3.45 in Illinois. Average number of trees sold per producer was 686 in Florida, 1,147 in Illinois, 2,348 in Colorado, 4,205 in California, and 7,312 in Iowa. Of the total sales in the five States, 72 percent were made at the wholesale level and 28 percent at retail. Proportion sold at wholesale was 81 percent of the total in California, 73 percent in Florida, 67 percent in Illinois, 63 percent in Iowa, and 28 percent in Colorado.

The following chart illustrates the pattern of operation classified by the 1956 value of sales for deciduous shade trees in California, Colorado, Florida, Illinois, and Iowa. While only about 3 percent of the producers in the five States had sales over \$50,000 per year, these growers accounted for about one-half of the total sales. Producers with sales under \$5,000 accounted for over four-fifths of the growers but only 12 percent of the total value of sales.

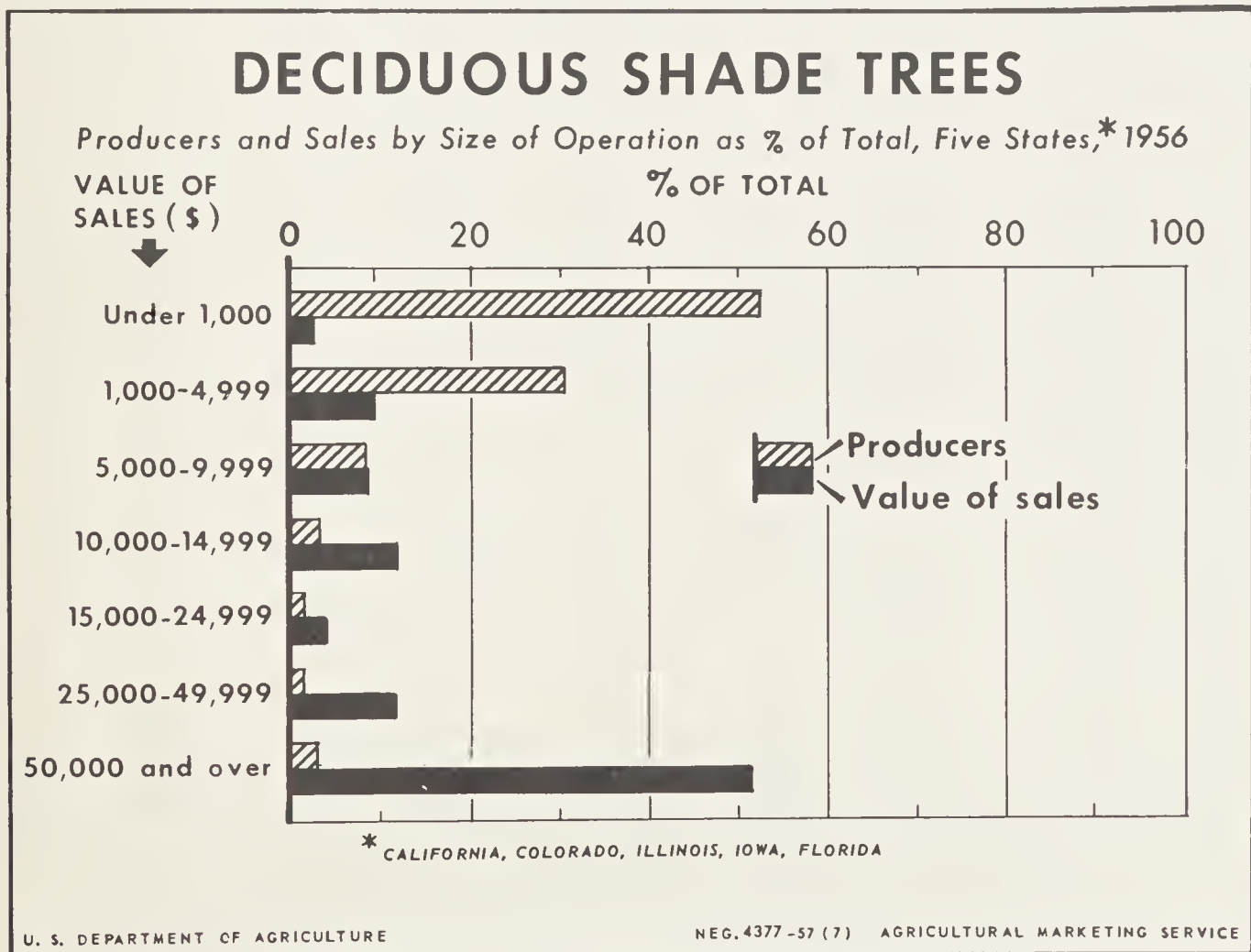




TABLE 6. - DECIDUOUS SHRUBS (NOT ROSES)

Item	California	Colorado	Florida	Illinois	Iowa	5-State total
Producers (1956).....number	148	22	85	162	53	470
Sales:						
Plants sold (1956)....thousands	535	37	275	898	2,011	3,756
Type of sale:						
Wholesale.....percent	85	42	71	71	67	71
Retail.....percent	15	58	29	29	33	29
Value, wholesale.....\$1,000	332	22	173	629	825	1,981
Price per plant (1956):						
Wholesale.....dollars	0.62	0.59	0.63	0.70	0.41 <sup>2/</sup>	0.53
Retail.....dollars	1.31	1.44	1.31	1.41	0.68	0.95
Plants in production:						
January 1957						
inventory.....thousands	699	60	392	1,915	2,071	5,137
Available for sale in						
1957, indicated <sup>1/</sup> ..thousands	835	50	444	1,346	3,558	6,233
Available for sale in						
1957 as percentage						
of 1956 sales <sup>1/</sup> .....percent	156	135	161	150	177	166
Producers classified by						
annual value of sales (1956):						
Less than \$1,000:						
Establishments.....percent	65.5	59.1	60.5	48.8	52.9	57.1
Value of sales.....percent	6.7	9.8	6.9	3.1	0.5	3.1
\$1,000 to \$4,999:						
Establishments.....percent	24.3	22.7	23.2	29.6	28.3	26.3
Value of sales.....percent	18.2	20.8	14.5	9.6	2.7	8.8
\$5,000 to \$9,999:						
Establishments.....percent	3.4	<sup>3/</sup> 18.2	9.3	10.5	7.5	7.9
Value of sales.....percent	5.3	<sup>3/</sup> 69.4	22.2	12.0	1.2	7.8
\$10,000 to \$14,999:						
Establishments.....percent	2.7	---	3.5	2.5	---	2.3
Value of sales.....percent	13.8	---	18.4	8.5	---	6.7
\$15,000 to \$24,999:						
Establishments.....percent	<sup>4/</sup> 4.1	<sup>3/</sup>	<sup>4/</sup> 3.5	4.3	---	2.6
Value of sales.....percent	<sup>4/</sup> 56.0	<sup>3/</sup>	<sup>4/</sup> 38.0	12.3	---	8.6
\$25,000 to \$49,999:						
Establishments.....percent	<sup>4/</sup>	---	<sup>4/</sup>	2.5	---	1.7
Value of sales.....percent	<sup>4/</sup>	---	<sup>4/</sup>	21.0	---	12.0
\$50,000 and over:						
Establishments.....percent	<sup>4/</sup>	---	---	1.8	11.3	2.1
Value of sales.....percent	<sup>4/</sup>	---	---	33.5	95.6	53.0
Total:						
Establishments.....percent	100.0	100.0	100.0	100.0	100.0	100.0
Value of sales.....percent	100.0	100.0	100.0	100.0	100.0	100.0

<sup>1/</sup> Nursery stock available for sale should not be considered as a forecast of 1957 sales since the carryover of nursery stock from year to year is rather substantial and the wastage of bare root stock is large at times. <sup>2/</sup> Derived by dividing 5-State wholesale value by number of plants sold. <sup>3/</sup> Producers with sales of \$15,000 to \$24,999 included with sales of \$5,000 to \$9,999 to avoid disclosing individual operations. <sup>4/</sup> Producers with sales of \$25,000 to \$49,999 and \$50,000 and over included with sales of \$15,000 to \$24,999 to avoid disclosing individual operations.



## DECIDUOUS SHRUBS (NOT ROSES)

Sales of deciduous shrubs grown by 470 commercial producers in California, Colorado, Florida, Illinois, and Iowa amounted to \$1,981,000 in 1956. Iowa sales totaled \$825,000, followed by Illinois with \$629,000, California \$332,000, Florida \$173,000, and Colorado \$22,000. Approximately 5.1 million plants were sold in the five States during 1956. Similar data collected for 1949 in the 1950 Census of Agriculture showed approximately 4.3 million deciduous shrubs sold in these five States. Iowa reported 2 million plants sold in 1956, followed by Illinois with 898 thousand, California 535 thousand, Florida 275 thousand, and Colorado 37 thousand.

Deciduous shrubs available for sale in 1957 exceed those sold in 1956 by States in the following order: Iowa 77 percent, Florida 61 percent, California 56 percent, Illinois 50 percent, and Colorado 35 percent. Carryover of deciduous shrub nursery stock from year to year is rather substantial and the wastage of bare root stock is large at times; therefore, plants available for sale should not be considered as a forecast of 1957 sales.

Wholesale returns per plant were 41 cents in Iowa, 59 cents in Colorado, 62 cents in California, 63 cents in Florida, and 70 cents in Illinois. The number of plants sold per producer averaged 1,682 in Colorado, 3,235 in Florida, 3,615 in California, 5,543 in Illinois, and 37,943 in Iowa. Of the total sales made in the five States, 71 percent were made at the wholesale level and 29 percent at retail. Plants sold at wholesale were 85 percent of the total in California, 71 percent in Florida and Illinois, 67 percent in Iowa, and 42 percent in Colorado.

The following chart illustrates the pattern of operation classified by the 1956 value of sales for deciduous shrubs in California, Colorado, Florida, Illinois, and Iowa. While only about 2 percent of the growers had sales over \$50,000 in 1956, these growers accounted for over one-half of the total sales. Producers with sales under \$5,000 accounted for over four-fifths of the growers but had only one-eighth of the total value of sales.

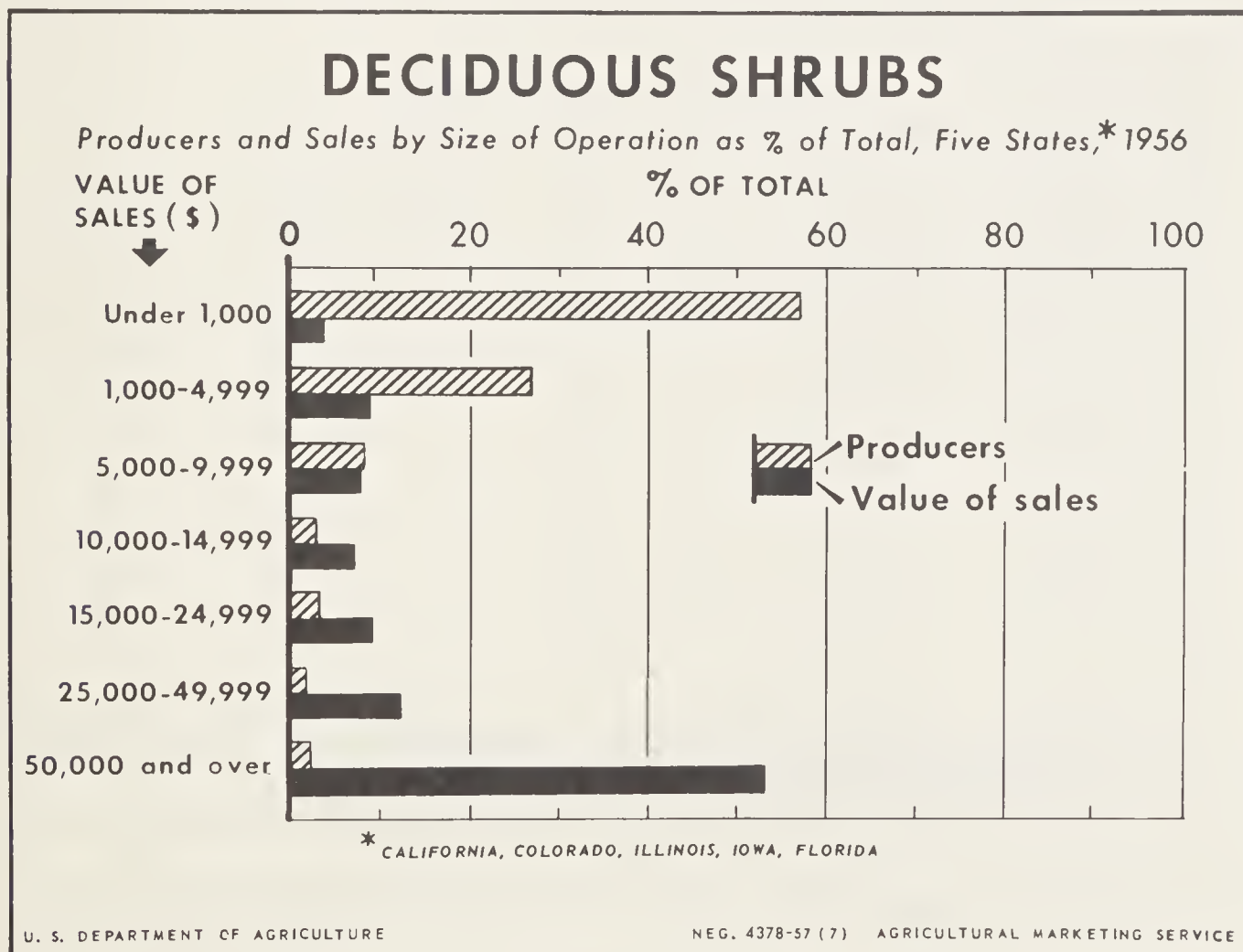


TABLE 7. - ROSE PLANTS

Item	California	Colorado	Florida	Illinois	Iowa	5-State total
Producers (1956).....number	115	10	58	27	8	218
Sales:						
Plants sold (1956)....thousands	14,990	26	42	29	254	15,341
Type of sale:						
Wholesale.....percent	97	0	58	39	4	51
Retail.....percent	3	100	42	61	96	49
Value, wholesale.....\$1,000	6,146	13	25	17	122	6,323
Price per plant (1956):						
Wholesale.....dollars	0.41	0.50	0.60	0.59	0.48 <sup>2/</sup>	0.41
Retail.....dollars	1.43	1.76	0.78	1.33	0.98	1.28
Plants in production:						
January 1957						
inventory.....thousands	17,482	32	43	20	220	17,797
Available for sale in						
1957, indicated <u>1/</u> .....thousands	16,468	32	73	30	272	16,875
Available for sale in						
1957 as percentage						
of 1956 sales <u>1/</u> .....percent	110	123	174	103	107	110
Producers classified by						
annual value of sales (1956):						
Less than \$1,000:						
Establishments.....percent	39.1	<u>3/</u>	83.0	59.3	<u>3/</u>	53.9
Value of sales.....percent	0.1	<u>3/</u>	22.4	18.6	<u>3/</u>	.3
\$1,000 to \$4,999:						
Establishments.....percent	16.5	<u>3/</u>	<u>4/</u> 17.0	<u>4/</u> 40.7	<u>3/</u>	20.1
Value of sales.....percent	.4	<u>3/</u>	<u>4/</u> 77.6	<u>4/</u> 81.4	<u>3/</u>	.8
\$5,000 to \$9,999:						
Establishments.....percent	10.4	<u>3/</u>	<u>4/</u>	<u>4/</u>	<u>3/</u>	6.4
Value of sales.....percent	1.2	<u>3/</u>	<u>4/</u>	<u>4/</u>	<u>3/</u>	1.4
\$10,000 to \$14,999:						
Establishments.....percent	4.4	<u>3/</u>	---	---	<u>3/</u>	2.7
Value of sales.....percent	1.0	<u>3/</u>	---	---	<u>3/</u>	1.0
\$15,000 to \$24,999:						
Establishments.....percent	2.6	<u>3/</u>	---	---	<u>3/</u>	1.4
Value of sales.....percent	.8	<u>3/</u>	---	---	<u>3/</u>	.8
\$25,000 to \$49,999:						
Establishments.....percent	7.0	<u>3/</u>	---	---	<u>3/</u>	4.1
Value of sales.....percent	4.1	<u>3/</u>	---	---	<u>3/</u>	4.0
\$50,000 and over:						
Establishments.....percent	20.0	<u>3/</u>	---	---	<u>3/</u>	11.4
Value of sales.....percent	92.4	<u>3/</u>	---	---	<u>3/</u>	91.7
Total:						
Establishments.....percent	100.0		100.0	100.0		100.0
Value of sales.....percent	100.0		100.0	100.0		100.0

1/ Nursery stock available for sale should not be considered as a forecast of 1957 sales since substantial wastage of bare roots occurs at times.

2/ Derived by dividing 5-State wholesale value by number of plants sold.

3/ Not sufficient numbers in Colorado and Iowa to show classification distribution, included in 5-State total.

4/ Producers with sales of \$5,000 to \$9,999 included with sales of \$1,000 to \$4,999 to avoid disclosing individual operations.

## ROSE PLANTS

Sales of rose plants grown by 218 commercial producers in California, Colorado, Florida, Illinois, and Iowa amounted to \$6,323,000 in 1956. California reported sales of \$6,146,000, followed by Iowa with \$122,000, Florida \$25,000, Illinois \$17,000, and Colorado \$13,000. Approximately 15.3 million plants were sold in the five States during 1956. Similar data collected for 1949 in the 1950 Census of Agriculture showed approximately 12.6 million rose plants sold in these five States. Sales in California totaled 15.0 million plants in 1956, Iowa sold 254 thousand, Florida 42 thousand, Illinois 29 thousand, and Colorado 26 thousand.

Rose plants available for sale in 1957 exceed those sold in 1956 in the following order: Florida 74 percent, Colorado 23 percent, California 10 percent, Iowa 7 percent, and Illinois 3 percent. Since the wastage of bare root stock is large at times nursery stock available for sale should not be considered as a forecast of 1957 sales.

Wholesale returns per plant averaged 41 cents in California, 48 cents in Iowa, 50 cents in Colorado, 59 cents in Illinois, and 60 cents in Florida. Average number of plants sold per producer was 724 in Florida, 1,074 in Illinois, 2,600 in Colorado, 31,750 in Iowa, and 130,348 in California. Virtually all the California crop and the majority of the Florida crop were sold at the wholesale level, while in Colorado and Iowa practically all the crop was sold retail. In Illinois about three-fifths of the crop was sold wholesale.

The following chart illustrates the pattern of operations classified by the 1956 value of sales for rose plants grown in California, Colorado, Florida, Illinois, and Iowa. While only 11 percent of the producers in the 5 States had sales over \$50,000 per year, these growers accounted for over 90 percent of the total sales. Producers with sales under \$5,000 accounted for almost three-fourths of the growers but only 1 percent of the total value of sales.

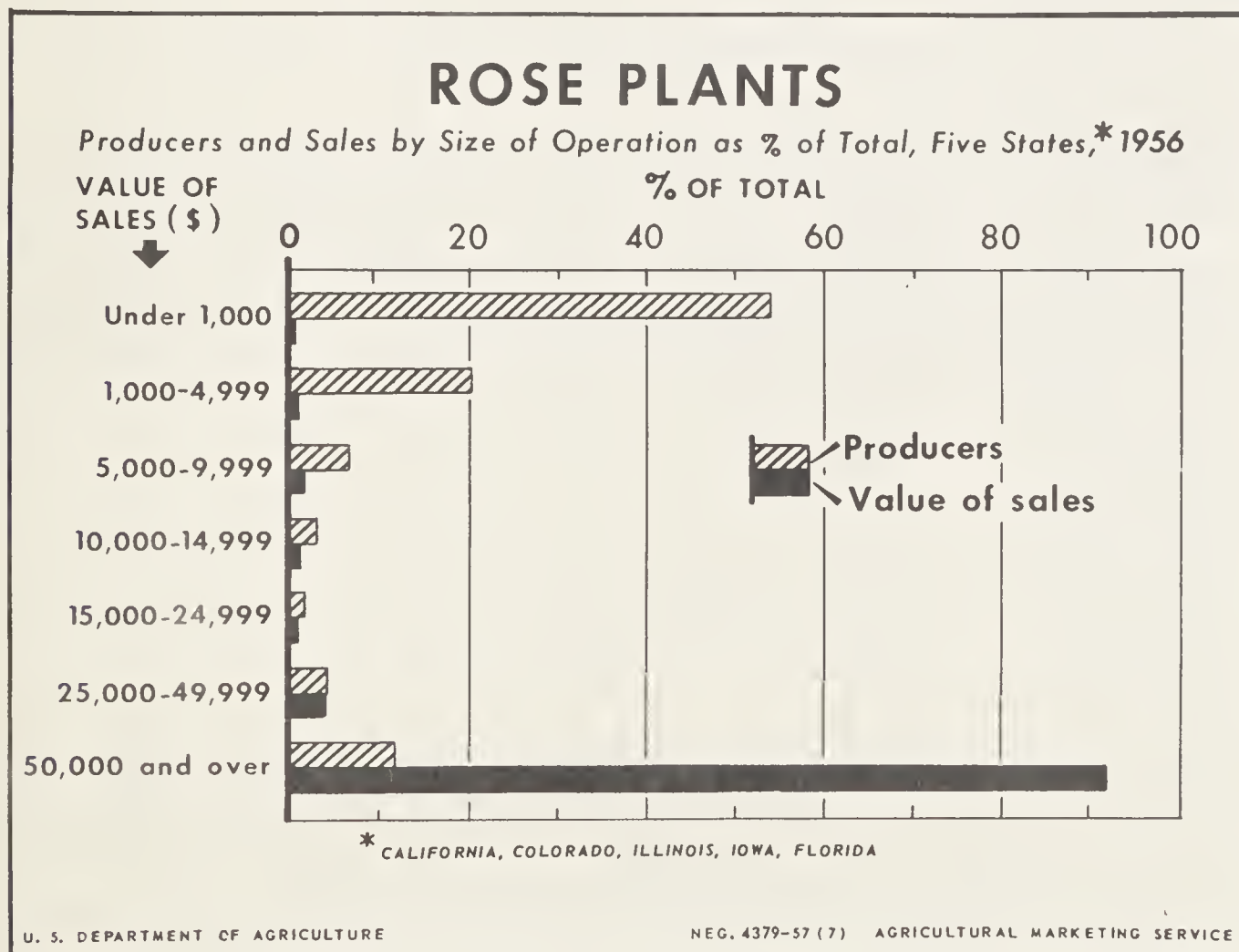




TABLE 8. - GRAPE VINES

Item	California	Colorado	Florida	Illinois	Iowa	5-State total
Producers (1956):.....number	53	7	24	19	9	112
Sales:						
Vines sold (1956).....thousands	3,635	1.6	15	9	15	3,676
Type of sale:						
Wholesale.....percent	49	9	80	57	9	49
Retail.....percent	51	91	20	43	91	51
Value, wholesale.....\$1,000	291	0.8	7.0	2.3	1.8	303
Price per vine (1956):						
Wholesale.....cents	8.0	50.0	47.0	26.0	12.0	<u>2/</u> 8.0
Retail.....cents	13.7	77.0	75.0	46.0	29.4	14.4
Vines in production:						
January 1957						
inventory.....thousands	5,650	1.1	17.0	11.0	13.0	5,692
Available for sale in						
1957, indicated <u>1/</u> ...thousands	5,435	2.4	39.0	12.0	17.0	5,505
Available for sale in						
1957 as percentage of						
1956 sales <u>1/</u> .....percent	150	150	260	133	113	150
Producers classified by						
annual value of sales (1956)						
Less than \$1,000:						
Establishments.....percent	40.0	100.0	92.0	100.0	<u>3/</u> 100.0	68.8
Value of sales.....percent	0.8	100.0	57.3	100.0	<u>3/</u> 100.0	3.4
\$1,000 to \$4,999:						
Establishments.....percent	25.0	---	8.0	---	<u>3/</u>	14.3
Value of sales.....percent	8.1	---	42.7	---	<u>3/</u>	9.2
\$5,000 to \$9,999:						
Establishments.....percent	19.0	---	---	---	---	8.9
Value of sales.....percent	15.0	---	---	---	---	14.3
\$10,000 to \$14,999:						
Establishments.....percent	11.0	---	---	---	---	5.4
Value of sales.....percent	40.3	---	---	---	---	38.7
\$15,000 to \$24,999:						
Establishments.....percent	---	---	---	---	---	---
Value of sales.....percent	---	---	---	---	---	---
\$25,000 to \$49,999:						
Establishments.....percent	5.0	---	---	---	---	2.6
Value of sales.....percent	35.8	---	---	---	---	34.4
\$50,000 and over:						
Establishments.....percent	---	---	---	---	---	---
Value of sales.....percent	---	---	---	---	---	---
Total:						
Establishments.....percent	100.0	100.0	100.0	100.0	100.0	100.0
Value of sales.....percent	100.0	100.0	100.0	100.0	100.0	100.0

1/ Nursery stock available for sale should not be considered as a forecast of 1957 sales since wastage of bare root stock is large in some years.

2/ Derived by dividing 5-State wholesale value by number of vines sold.

3/ Producers with sales of \$1,000 to \$4,999 are included with less than \$1,000 to avoid disclosing individual operations.



## GRAPE VINES

Sales of grape vines, grown by 112 producers in California, Colorado, Florida, Illinois, and Iowa were valued at \$303,000 in 1956. Sales in California at \$291,000 accounted for about 96 percent of the total for the five States. Florida followed with sales of \$7,000, Illinois \$2,300, Iowa \$1,800, and Colorado \$800. Approximately 3.7 million vines were sold in the five States during 1956. Similar data collected for 1949 during the 1950 Census of Agriculture showed sales of 2.7 million vines. Sales in California totaled 3,635,000 vines, nearly 99 percent of the total reported for the five States. Florida and Iowa sold 15,000 vines each, Illinois 9,000, and Colorado 1,600.

Grape vines available for sale in 1957 exceed those sold in 1956 as follows: Florida 160 percent, California and Colorado 50 percent, Illinois 33 percent, and Iowa 13 percent. Vines available for sale in 1957 should not be considered as a forecast of 1957 sales because wastage of bare root stock is large in some years.

Wholesale returns per vine ranged from 8 cents in California to 50 cents in Colorado. Since California had virtually all of the sales, the average return for the five States was 8 cents. Approximately one-half of the total sales in the five States were made at the wholesale level. Proportions sold wholesale ranged from about one-tenth in Colorado and Iowa, one-half in California and Illinois, to four-fifths in Florida. Average number of vines sold per producer varied from 230 in Colorado to 68,500 in California. The five State average was 32,800 vines sold per producer.

While only 8 percent of the producers in the five States had sales over \$10,000 per year, these growers accounted for nearly three-fourths of the total sales.

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### GENERAL COMMENTS CONTINUED FROM PAGE 3

Deciduous shrubs accounted for over one-third of the total value of nursery products grown and sold in Iowa during 1956. However, conifers, deciduous shade trees, and deciduous fruit trees are also important classes of stock reported for Iowa. Shenandoah, Iowa, is the leading nursery stock producing center in the State.

Conifers accounted for about two-thirds of the value of sales of nursery products grown by Colorado nurseries for sale in 1956. Most of the other sales were deciduous shade trees and deciduous shrubs. Many Colorado nurseries purchased all of their stock for retail sale and such sales are not included in the number and value of sales in this report.

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